

Amendments to the Claims:

1. (Currently Amended) An apparatus comprising:

a processor configured to operate a user naming system (UNS), wherein the UNS is configured to receive, from an application, a request for an identity of a user, wherein the UNS is configured to automatically select one of a plurality of identities selectable for use by the respective application, at least two of the plurality of selectable identities being of the same type and enabling communication from an apparatus of the user in the same manner, the respective identity being selected based upon the application and at least one user preference independent of user input to the application, and wherein the UNS is configured to provide the selected identity to the application.

2. (Currently Amended) ~~An~~ The apparatus ~~according to~~ of Claim 1, wherein the

UNS is configured to receive, from a trusted application, a request for an identity of a user, and wherein the UNS is configured to select an identity further based upon a status of the user.

3. (Currently Amended) ~~An~~ The apparatus ~~according to~~ of Claim 2, wherein the at

least one user preference comprises at least one naming preference, wherein the UNS is configured to obtain a status of the user, and thereafter match the status of the user with a status of a naming preference that also includes a predefined identity, and wherein the UNS is configured to select the predefined identity of the respective naming preference.

4. (Currently Amended) ~~An~~ The apparatus ~~according to~~ of Claim 3, wherein the

UNS is configured to match the status of the user with a status of at least one naming preference that further includes at least one application, wherein the UNS is further configured to match the application requesting the identity with an application of one of the at least one naming preference having a matching status, and wherein the UNS is configured to select the predefined identity from the naming preference having a matching status and having a matching application.

5. (Currently Amended) ~~An~~The apparatus according to ~~of~~ Claim 1, wherein the UNS is configured to receive, from a non-trusted application, a request for an identity of a user, wherein the UNS is configured to one of select or generate a pseudonym to thereby select an identity, and wherein the UNS is configured to provide the pseudonym.

6. (Currently Amended) ~~An~~The apparatus according to ~~of~~ Claim 1, wherein the UNS is further configured to identify a current preferred identity based upon at least one user preference and a status of the user, wherein the UNS is configured to receive, from a trusted application, a request for an identity of a user, and wherein the UNS is configured to select the current preferred identity.

7. (Currently Amended) ~~An~~The apparatus according to ~~of~~ Claim 6, wherein the at least one user preference comprises at least one naming preference, wherein the UNS is configured to obtain a status of the user, and thereafter match the status of the user with a status of a naming preference that also includes a predefined identity, and wherein the UNS is configured to identify the predefined identity of the respective naming preference as a current preferred identity.

8. (Currently Amended) ~~An~~The apparatus according to ~~of~~ Claim 7, wherein the UNS is configured to match the status of the user with a status of at least one naming preference that further includes at least one application, wherein the UNS is configured to identify, for each application of each naming preference having a matching status, the predefined identity of the respective naming preference as a current preferred identity of the respective application, and wherein the UNS is configured to select the current preferred identity of an application matching the application requesting the identity.

9. (Currently Amended) A method of managing a plurality of identities of a user, the method comprising:

receiving, from an application, a request for an identity of a user;

selecting one of a plurality of identities selectable for use by the respective application, at least two of the plurality of selectable identities being of the same type and enabling communication from an apparatus of the user in the same manner, the respective identity being selected based upon the application and at least one user preference, wherein selecting a predefined identity comprises automatically selecting a predefined identity independent of user input to the application; and
providing the selected identity to the application.

10. (Currently Amended) ~~A-The method according to~~ Claim 9, wherein receiving a request comprises receiving, from a trusted application, a request for an identity of a user, and wherein selecting an identity comprises selecting an identity further based upon a status of the user.

11. (Currently Amended) ~~A-The method according to~~ Claim 10, wherein the at least one user preference comprises at least one naming preference, and wherein selecting a predefined identity comprises:

obtaining a status of the user;
matching the status of the user with a status of a naming preference that also includes a predefined identity; and
selecting the predefined identity of the respective naming preference.

12. (Currently Amended) ~~A-The method according to~~ Claim 11, wherein matching the status of the user comprises matching the status of the user with a status of at least one naming preference that further includes at least one application, and wherein the method further comprises:

matching the application requesting the identity with an application of one of the at least one naming preference having a matching status,
wherein selecting the predefined identity comprises selecting the predefined identity from the naming preference having a matching status and having a matching application.

13. (Currently Amended) ~~A~~ The method according to ~~of~~ Claim 9, wherein receiving a request comprises receiving, from a non-trusted application, a request for an identity of a user, wherein selecting an identity comprises one of selecting or generating a pseudonym, and wherein providing the selected identity comprises providing the pseudonym.

14. (Currently Amended) ~~A~~ The method according to ~~of~~ Claim 9 further comprising:
identifying a current preferred identity based upon at least one user preference and a status of the user,

wherein receiving a request comprises receiving, from a trusted application, a request for an identity of a user, and wherein selecting a predefined identity comprises selecting the current preferred identity.

15. (Currently Amended) ~~A~~ The method according to ~~of~~ Claim 14, wherein the at least one user preference comprises at least one naming preference, and wherein identifying a current preferred identity comprises:

obtaining a status of the user;

matching the status of the user with a status of a naming preference that also includes a predefined identity; and

identifying the predefined identity of the respective naming preference as a current preferred identity.

16. (Currently Amended) ~~A~~ The method according to ~~of~~ Claim 15, wherein matching the status of the user comprises matching the status of the user with a status of at least one naming preference that further includes at least one application, wherein identifying the predefined identity comprises identifying, for each application of each naming preference having a matching status, the predefined identity of the respective naming preference as a current preferred identity of the respective application, and wherein selecting the current preferred

identity comprises selecting the current preferred identity of an application matching the application requesting the identity.

17. (Currently Amended) A computer program product for managing a plurality of identities of a user, the computer program product comprising a computer-readable storage medium having computer-readable program code portions stored therein, the computer-readable program code portions comprising:

a first executable portion for receiving, from an application, a request for an identity of a user;

a second executable portion for selecting one of a plurality of identities selectable for use by the respective application, at least two of the plurality of selectable identities being of the same type and enabling communication from an apparatus of the user in the same manner, the respective identity being selected based upon the application and at least one user preference, wherein selecting a predefined identity comprises automatically selecting a predefined identity independent of user input to the application; and

a third executable portion for providing the selected identity to the application.

18. (Currently Amended) ~~A~~ The computer program product ~~according to~~ of Claim 17, wherein the first executable portion is adapted to receive, from a trusted application, a request for an identity of a user, and wherein the second executable portion is adapted to select an identity further based upon a status of the user.

19. (Currently Amended) ~~A~~ The computer program product ~~according to~~ of Claim 18, wherein the at least one user preference comprises at least one naming preference, and wherein the second executable portion is adapted to select a predefined identity by obtaining a status of the user, matching the status of the user with a status of a naming preference that also includes a predefined identity, and thereafter selecting the predefined identity of the respective naming preference.

20. (Currently Amended) ~~A-The computer program product according to of Claim~~ 19, wherein the second executable portion is adapted to match the status of the user with a status of at least one naming preference that further includes at least one application, and wherein the computer program product further comprises:

a fourth executable portion for matching the application requesting the identity with an application of one of the at least one naming preference having a matching status,

wherein the second executable portion is adapted to select the predefined identity from the naming preference having a matching status and having a matching application.

21. (Currently Amended) ~~A-The computer program product according to of Claim~~ 17, wherein the first executable portion is adapted to receive, from a non-trusted application, a request for an identity of a user, wherein the second executable portion is adapted to one of select or generate a pseudonym, and wherein the third executable portion is adapted to provide the pseudonym.

22. (Currently Amended) ~~A-The computer program product according to of Claim~~ 17 further comprising:

a fourth executable portion for identifying a current preferred identity based upon at least one user preference and a status of the user,

wherein the first executable portion is adapted to receive, from a trusted application, a request for an identity of a user, and wherein the second executable portion is adapted to select the current preferred identity.

23. (Currently Amended) ~~A-The computer program product according to of Claim~~ 22, wherein the at least one user preference comprises at least one naming preference, and wherein the fourth executable portion is adapted to identify a current preferred identity by obtaining a status of the user, matching the status of the user with a status of a naming preference that also includes a predefined identity, and thereafter identifying the predefined identity of the respective naming preference as a current preferred identity.

24. (Currently Amended) ~~A~~ The computer program product ~~according to~~ of Claim 23, wherein the fourth executable portion is adapted to match the status of the user with a status of at least one naming preference that further includes at least one application, wherein the second executable portion is adapted to identify, for each application of each naming preference having a matching status, the predefined identity of the respective naming preference as a current preferred identity of the respective application, and wherein the second executable portion is adapted to select the current preferred identity of an application matching the application requesting the identity.